



13th Annual
Executive Seminar Series on International Trade

Massachusetts Export Center

part of the

Massachusetts Small Business Development Center Network

presents



SPRING
2004

Partners for Trade

Seminar and Registration Guide

Massachusetts Export Center
Massachusetts Small Business Development Center Network

In Collaboration With

Massachusetts Department of Business and Technology • U.S. Small Business Administration

Massachusetts Office of International Trade and Investment • MassDevelopment

University of Massachusetts • Massachusetts Office of Business Development • U.S. Department of Commerce



Mitt Romney
Governor

*Join us as
partners for trade.*



Hector V. Barreto Jr.
SBA Administrator

*Register for seminars online at
www.mass.gov/export.*

Preregistration is required for all seminars and payment must accompany registration form. Confirmations will not be sent — please mark your calendar!

Seminar materials are for attendees only.

Series Payment: To qualify for series pricing, all sessions must be paid prior to the first class; otherwise, the higher individual prices prevail.

Discount Pricing: Seminars are offered a at nominal fee; therefore we do not offer any discount pricing.

Walk-Ins: There will be a \$10 walk-in fee (in addition to the registration fee) for all attendees who have not registered by noon the day prior to the seminar.

Payment: Payment is due with your registration. Registrations through our website require payment in advance also. We do not accept credit cards or purchase orders, nor do we invoice participants.

No Shows: Due to the costs we incur as a result of people who sign up for seminars and do not attend, effective immediately, the MSBDC will bill unpaid registrants for the full cost of the seminar unless cancelled by noon the day prior to the event.



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A portion of the printing funds for this publication were provided by MassDevelopment.



PARTNERS FOR TRADE

Spring 2004 TRAINING CALENDAR

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Although accurate at press time, seminars may be added, rescheduled or cancelled.
To confirm dates, please call the Massachusetts Export Center at (617) 973-8664
or visit our website at www.mass.gov/export.

Program DESCRIPTIONS

Advanced Export Letters of Credit and Risk Management



This seminar will review the entire spectrum of credit and payment terms used for export transactions. The program will discuss real-world letter of credit mechanics with an extensive look at how letters of credit can be structured to meet the specific needs of buyer and seller. Different types and uses of letters of credit will be discussed. The seminar will also touch on foreign exchange, Incoterms and export compliance. The seminar will conclude with an examination of letter of credit documents and a review of common discrepancies. Company personnel who handle letter of credit transactions and personnel at the accounting and finance level are encouraged to attend. This program will also be of benefit to marketing and sales staff who need to be thoroughly versed in payment options in order to properly arrange international payment terms.

- Walter “Buddy” Baker, Director and Global Head, Trade Advisory Group — ABN AMRO Bank
- Jonathan Marcus, Vice President and Director of Foreign Exchange — Eastern Bank
- Rosemary Russell, Vice President, International Trade Banking Group — Eastern Bank

Thursday, June 3 • Registration 8:00 AM; Program 8:30 AM – 4:00 PM • State Transportation Building, Conference Rooms 2 & 3, Boston • \$75 includes seminar materials, breakfast and lunch (does not include parking)

AESDirect/AESPcLink Certification Workshop



By mid-2004, the U.S. Government will require all exporters to file their Shipper's Export Declarations via the Automated Export System (AES). Already, companies exporting products on the U.S. Commerce Control List and U.S. Munitions List must use AES. *AESDirect* and *AESPcLink* enable exporters to electronically file their Shipper's Export Declarations free of charge. This workshop will provide an

overview of the Automated Export System and *AESDirect*, followed by hands-on training and filing of sample SEDs via *AESPcLink* (you may bring samples of SEDs filed by your company for practice). The workshop will conclude with a Certification Quiz, passing of which will give participants full certification. Upon certification, companies may begin filing Shipper's Export Declarations electronically through *AESDirect*. Participants should be familiar with using the PC and an Internet browser. Participants should also have an *AESDirect* user name and password prior to attending the training session (to obtain a user name and password, visit www.aesdirect.gov). Space is limited and preregistration is required for this program.

- Elisabeth Miller, Marketing and Client Service Representative, Automated Export System — U.S. Department of Commerce

Two convenient locations:

Wednesday, May 12 • Registration 8:30 AM; Program 9:00 AM – 12:30 PM • University of Massachusetts Professional and Continuing Education Center, Fall River • \$35 includes seminar materials and breakfast (does not include parking)

Thursday, May 13 • Registration 8:30 AM; Program 9:00 AM – 12:30 PM • Suffolk University, Sawyer Building, Room 508, Boston • \$35 includes seminar materials and breakfast (does not include parking)

Complying with International Border Security Initiatives



In response to security concerns, governments worldwide have placed the security of borders as a top priority. Security initiatives have greatly affected both importers and exporters as they ship products across U.S. and foreign borders. Governments are strictly enforcing established security procedures while introducing new procedures that include reporting and supply chain monitoring requirements for exporters and importers. To avoid shipping delays and penalties, importers and exporters must be familiar with border procedures both in the U.S. and abroad. This seminar will discuss the 24 Hour Rule; C-TPAT; Informed Compliance; foreign government security trends; export compliance guidelines; and reporting requirements for export and import shipments. The seminar will also provide tips for avoiding shipping problems, such as border and customs delays.

- Chris Chesna, Export Manager — International Cargo Systems, Inc.
- William Higgins, Special Agent — U.S. Department of Commerce Bureau of Industry and Security
- Dan Keefe, Supervisory Inspector — Department of Homeland Security, U.S. Customs
- Robert Noble, Deputy Consul General & Senior Trade Commissioner — Canadian Consulate General

Wednesday, May 19 • Registration 8:30 AM; Program 9:00 AM – 12:00 PM • Middlesex Community College, Bedford • \$40 includes seminar materials and breakfast

Essentials of Export Controls

Export controls continue to play a vital role in the trade and national security landscape. Even unintentional violation of these regulations can lead to a wide range of penalties. All U.S. exporters must be familiar and compliant with federal export controls laws. This intensive, one-day program will cover the key information you need to know to comply with the U.S. Export Administration Regulations (EAR). Counseling and other professionals from the U.S. Department of Commerce Bureau of Industry and Security will cover the major elements of the U.S. export control system for commercial exports. This fast-paced program is ideal for those with busy schedules. Upon completion of this program, participants will receive a certificate from the U.S. Department of Commerce Bureau of Industry and Security.

- Sharron Cook, Senior Export Policy Analyst, Office of Exporter Services — U.S. Department of Commerce Bureau of Industry and Security
- William Higgins, Special Agent — U.S. Department of Commerce Bureau of Industry and Security
- Sylvia Jimmison, Strategic Trade Specialist, Office of Strategic Trade and Foreign Policy Controls, Information Technology Controls Division – U.S. Department of Commerce Bureau of Industry and Security
- Norm LaCroix, Senior Export Policy Analyst, Director Information Technology Controls Division — U.S. Department of Commerce Bureau of Industry and Security
- George Loh, Senior Engineer, Office of Nonproliferation Controls and Treaty Compliance — U.S. Department of Commerce Bureau of Industry and Security
- Christine Wheeler, Export Administration Specialist — U.S. Department of Commerce Bureau of Industry and Security

Tuesday, May 4 • Registration 8:00 AM; Program 8:30 AM – 4:30 PM • State Transportation Building, Conference Rooms 2 & 3, Boston • \$125 includes seminar materials, breakfast and full lunch (does not include parking)



FDA Update on the Bioterrorism Act



The U.S. Food and Drug Administration (FDA), working with the U.S. Bureau of Customs and Border Protection, has developed a strategy for maintaining an uninterrupted flow of food imports while improving their safety in accordance with the Public Health Security and Bioterrorism Preparedness Act of 2002 (Bioterrorism Act). Effective

December 12, 2003, all foreign and domestic facilities that manufacture, process, pack or hold food for consumption by humans or animals in the U.S. must be registered with the FDA. In addition, the FDA must now receive advance notice of each article of food imported into the United States. Although these provisions are in effect and binding, the FDA will be exercising broad enforcement discretion for several months and focusing on educating affected parties about these new requirements. Seminar attendees will have the opportunity to ask questions and obtain clarification directly from the FDA. The FDA will also provide on-site registration assistance for facilities that are required to register and a computer demonstration of the Prior Notification System Interface.

For companies that manufacture, process, pack or hold food intended for consumption in the United States, this program is essential. Transportation and warehouse operators, freight and logistic managers and food importers/distributors are also strongly encouraged to attend.

- Louis Carson, Deputy Director, Food Safety and Security — Center for Food Safety and Applied Nutrition, U.S. Food and Drug Administration

Thursday, April 1 • Registration 8:30 AM; Program 9:00 AM – 12:00 PM • Holiday Inn, Mansfield • No charge

Import Classification, Compliance and Recordkeeping



Learn the pertinent aspects of the importing process, including the importance of the Harmonized Tariff Schedule, and how to determine the legal duty on imported products. This full day seminar will cover basic documentation, classification of imported merchandise, duties and special preference

programs, including NAFTA, custom valuation, country of origin and marking. During the afternoon, you will learn how to ensure that your company complies with U.S. Customs Regulations and the importance of recordkeeping to the process.

- Stephen Leahy, Principal — Law Office of Stephen J. Leahy
- Joseph Meunier, Chief Operating Officer — Oceanair, Inc.

Tuesday, May 11 • Registration 8:30 AM; Program 9:00 AM – 4:00 PM • State Transportation Building, Conference Rooms 2 & 3, Boston • \$75 includes seminar materials, continental breakfast and lunch (does not include parking)

International Market Opportunities in the Recycling Industry



Massachusetts
Department of
Environmental
Protection

Large quantities of recycled products from our region's waste-streams reach overseas export markets. Success in marketing to these countries requires staying informed of changing conditions and new developments in these markets. This program will include topics of interest for persons involved in the recycling and reuse industry including producers, processors and trading companies involved in one or more material subsector—wood, glass, textiles, metal, scrap tire, batteries, plastic and paper. Representatives from state and federal agencies will be available to provide guidance on international regulations, and present an overview of services available for developing a successful overseas marketing strategy.

continued on next page

Special guest executives from two local companies will share their experiences in establishing successful export business for their recycled products.

- Robin Ingenthron, President — American Retroworks, Inc.
- Dan Kraft, President and COO — International Forest Products Corporation
- Stephen Long, Recycling Markets Planner — Massachusetts Department of Environmental Protection

Wednesday, April 14 • Registration 8:30 AM; Program 9:00 AM – 12:00 PM • Christina's Function Facility, Foxboro • \$40 includes seminar materials and continental breakfast

International Sales and Marketing Challenges: Lessons Learned for Global Success

🌐 A software company built its marketing strategy, corporate image and name all around a particular message that conveys innovation, strength and results. When it decided it was ready to expand overseas, it unfortunately discovered that its company name means “meat” in Japanese.

🌐 A technology company ran a shocking but effective ad in U.S. publications. When it came to Europe, however, the CEO ignored the advice of experts and decided to run the same ad. Predictably, the “in-your-face” nature of the ad, which made it successful with American buyers, backfired in the UK, Italy and Germany where it was seen as arrogant, offensive and even confusing. As a result, the company lost time and money, and alienated important European resellers.

🌐 Another firm found it had picked the wrong distributor to lead its sales and marketing efforts in Japan. After finally selecting the right people, the company realized that it had wasted two years and over \$1.5 million in lost opportunities.

Believe it or not, these are true stories, and unfortunately, there are countless more just like them. Why do so many American firms fail overseas? What can companies do to not only prevent disaster, but use their foreign market strategy to actually drive revenue? Come to this session and learn from the experts the real-life do's and don'ts when it comes to growing your business globally. Find answers to these questions and more: When is the best time to expand internationally?; What kind of information do you need to make effective strategic decisions in overseas markets?; How do you find reliable overseas partners and avoid those that won't deliver?; What is the best way to promote a product or service overseas?; What sales and support structure do you need and what are the tradeoffs for different options?

- Pamela Burton, CEO & Founder — Global Buzz Marketing, Inc.
- Oscar Escartin, International Business Manager - Latin America — LoJack Corporation
- Carol Galvin, Senior Manager — Lotus Software Worldwide Market Intelligence
IBM Software Group

Thursday, April 15 • Registration 8:00 AM; Program 8:30 – 11:00 AM • State Transportation Building, Conference Room 4, Boston • \$30 includes seminar materials and breakfast (does not include parking)



Making the Law Work for You in Global Markets: Structuring International Sales Contracts and Protecting Your Intellectual Property

Legal issues related to exporting represent significant hurdles for companies selling into foreign markets. This program will address two of the most daunting issues in the legal arena: protection of intellectual property and international sales and distribution contracts. At this seminar, you will learn about the various international legal regimes that govern intellectual property and international sales, global trends in intellectual property protection, choosing a distributor, methods of selling products into foreign markets, determining the appropriate level of protection for your products, and negotiating and drafting effective sales and distribution contracts.

- Kerry Scarlott, Director — Sheehan Phinney Bass + Green, PA

Wednesday, June 9 • Registration 8:00 AM; Program 8:30 AM – 12:30 PM • Clark University Graduate Management Center, Framingham • \$40 includes continental breakfast

Technology Export Controls



This new full-day program will offer a comprehensive look at how to comply with the U.S. export and reexport controls relating to technology, software and encryption. The morning portion will focus on the regulatory requirements relating to technology and software, including what is considered an export or reexport of technology or software; what technology and software is subject to the Export Administration Regulations; how to determine the Export Control Classification Number; what license exceptions are available; and the unique application requirements of technology and software. Bureau of Industry and Security technical and policy specialists will also discuss important export control issues that may arise in the employment of foreign nationals and for foreign items incorporating, or produced from, controlled U.S.-origin software and technology.

The afternoon will focus on the latest developments in encryption controls and the unique provisions related to encryption under the EAR for both software and hardware. BIS Encryption specialists will cover a variety of topics, including how the new provision for >64-bit “mass market” encryption may apply to products that you use, sell or buy; license exception provisions for encryption source code (open source and proprietary); short-range wireless products and technologies; provisions for U.S. subsidiaries and for U.S.-origin encryption parts and components incorporated into foreign products; revisions to encryption notification and reporting requirements; and other encryption technology issues. Upon completion of this program, participants will receive a certificate from the U.S. Department of Commerce Bureau of Industry and Security (BIS).

- Sharron Cook, Senior Export Policy Analyst, Office of Exporter Services — U.S. Department of Commerce Bureau of Industry and Security
- Sylvia Jimmison, Strategic Trade Specialist, Office of Strategic Trade and Foreign Policy Controls, Information Technology Controls Division — U.S. Department of Commerce Bureau of Industry and Security
- Norm LaCroix, Senior Export Policy Analyst, Director Information Technology Controls Division — U.S. Department of Commerce Bureau of Industry and Security
- George Loh, Senior Engineer, Office of Nonproliferation Controls and Treaty Compliance — U.S. Department of Commerce Bureau of Industry and Security

Wednesday, May 5 • Registration 8:00 AM; Program 8:30 AM – 4:30 PM • State Transportation Building, Conference Rooms 2 & 3, Boston • \$125 includes seminar materials, breakfast and full lunch (does not include parking)

Utilizing the Global Supply Chain as a Competitive Weapon



Manufacturers today are increasingly impacted by foreign competition. New technologies allow companies to source product not only domestically, but internationally as well, and many U.S. firms are finding it hard to compete. This seminar will look at the role of the Global Supply Chain and what

domestic manufacturers must do in order to compete. The role of manufacturing is a “competitive weapon” for any industry. This seminar will look at Value Chain Management as a way to drive competitive improvement. Some subjects to be covered include: integration of the supply chain; role of manufacturing in the supply chain; strategies for competitive improvement; incorporating the company’s mission, vision and values into the process; and the importance of people, process and technology in maintaining your competitive edge.

- Pedro Caceres, Senior Vice President of Operations — Hasbro, Inc.

Two convenient dates:

Wednesday, April 7 • Registration 8:30 AM; Program: 9:00 AM – 12:00 PM • Banknorth Conference Center, Springfield • \$45 includes continental breakfast

Thursday, May 27 • Registration 10:00 AM; Program 10:15 AM – 12:15 PM • Sheraton Springfield, Springfield • \$35 (This training is part of the EASTEC 2004 Advanced Productivity Exposition that is taking place from May 25-27 at the Eastern States Exposition Grounds in West Springfield. Preregister at the EASTEC website for free admission to the conference — does not include May 27 seminar at the Sheraton. For further information on the EASTEC Conference, please visit www.sme.org/eastec).

Video Market Briefing: Brazil

(with staff from the Commercial Section of the U.S. Consulate in Sao Paulo, Brazil)



With the largest economy in South America, Brazil is a market with immense export opportunities. In 2003, Massachusetts exporters sold about \$190 million worth of goods to Brazil, and the export volume is likely to increase in 2004. The Massachusetts Export Center, in partnership with the U.S. Department of Commerce, presents a customized contact search program that targets established manufacturers and service providers that are seeking to enter the

Brazilian market and/or expand their business in Brazil. Each company selected for the program will receive in-depth assistance from the Commercial Service industry specialist in Sao Paulo, Brazil and from the Massachusetts Export Center. To pre-qualify, please call Julia Dvorko at (508) 616-7909, extension 204. Participation is limited to ten companies.

- William Davis II, Senior International Trade Specialist — U.S. Export Assistance Center
- Julia Dvorko, Central Mass Program Director — Massachusetts Export Center
- Paul Kullman, Principal Commercial Officer — U.S. Consulate in Sao Paulo, Brazil

Tuesday, April 6 • Program 8:30 – 10:30 AM • UMass I-495 Center for Professional Education, Westboro • No Charge



Directions TO TRAINING SITES

Banknorth Conference Center

1441 Main Street, 1st Floor, Springfield • (413) 748-8231

From MassPike West: Take Exit 6 and continue on I-291 West. Take the Dwight Street exit. At end of the ramp, turn left and continue down Dwight Street. Parking lot is between Worthington Street and Harrison Avenue.

From MassPike East: Take Exit 4 (West Springfield). Take I-91 South to Exit 7 (West Columbus Avenue/downtown Springfield). At the end of the exit ramp, get into left lane and turn left under highway. Continue straight through two sets of lights. Banknorth is on corner of Main and Harrison. Parking lot is behind bank on the left. Continue straight on Harrison and turn left at the third concrete island into the parking lot.

From I-91 South: Take Exit 7 (West Columbus Avenue/downtown Springfield). At the end of the exit ramp, get into left lane and turn left under highway. Continue straight through two sets of lights. Banknorth is on corner of Main and Harrison. Parking lot is behind bank on the left. Continue straight on Harrison. Turn left at the third concrete island into the parking lot.

From I-91 North: Take Exit 4 (Broad Street) and continue north on East Columbus Avenue. After passing the City Hall/Auditorium complex, take a right at Sheraton Hotel. This is Boland Way. Continue through next light and turn left at the third concrete island into the parking lot.



Christina's Function Facility

2 Washington Street, Route 1, Foxboro • (508) 668-2000

From Boston: Take I-93 South (Route 128N) to I-95 South. Take Exit 9 (Wrentham, Foxboro Route 1 South) and continue approximately two miles on Route 1 South. At third light (Dunkin Donuts on right), make a u-turn back onto Route 1 North and go approximately 1/4 mile to Christina's on the right.

From the South: Take I-95 North to 495 North (Exit 6B). Take Exit 14A (Route 1 North). Follow Route 1 approximately 5.5 miles. The entrance to Christina's is on the right (approximately one mile north of Gillette Stadium).

From the Cape/East: Take Route 3 North to I-93 South (Route 128N) to I-95 South. Take Exit 9 (Wrentham, Foxboro Route 1 South) and continue approximately two miles on Route 1 South. At third light (Dunkin Donuts on right), make a u-turn back onto Route 1 North. Christina's is approximately 1/4 mile on right.

From the West: Take the MassPike to I-95 South (Route 128S) and follow the directions 'from the North' below.

From the North: Take I-93 South (Route 128S) to I-95 South. Take Exit 9 (Wrentham, Foxboro Route 1 South) and continue approximately two miles on Route 1 South. At third light (Dunkin Donuts on right), make a u-turn back onto Route 1 North. Christina's is approximately 1/4 mile on right.

Clark University Graduate Management Center

1671 Worcester Road (Route 9 West), Framingham • (508) 628-9599

Clark University's Framingham campus is located in a four-story, red brick and glass building on the corner of Route 9 and California Avenue (near the Sheraton Framingham Hotel). There is ample parking behind and to the sides of the building.

From Boston: Take the MassPike (Route I-90) West to Exit 12. Bear left after the toll, taking Route 9 West. Turn right at the lights onto California Avenue (The Center will be on the corner to your right). Drive into back entrance of building's parking lot and enter the Center at ground level.

From Worcester and Points West: Follow Route 9 East to Framingham. Turn left at the lights at the sign for Technology Park at California Avenue (just after Tin Alley Grill restaurant on your left). Drive into back entrance of building's parking lot and enter the Center at ground level.

Alternate Route from Worcester and Points West: Take the MassPike (Route I-90) East to Exit 12. Bear left after the toll, taking Route 9 West. Turn right at the lights onto California Avenue (the Center will be on your right). Drive into back entrance of building's parking lot and enter the Center at ground level.

Holiday Inn Mansfield
1 Hampshire Street, Mansfield • (508) 339-2200

From Route I-95 North/South: Take Exit 7A (Mansfield, Route 140). At the second set of lights, take a right onto Forbes Boulevard. Stay in the right lane. The street will change to Cabot Boulevard. At the stop sign, continue straight across to the Holiday Inn Mansfield.

From Route I-495 North/South: Take Exit 12 (Mansfield Route 140). At the fifth set of lights, take a left onto Forbes Boulevard. Stay in the right lane. The street will change to Cabot Boulevard. At the stop sign, continue straight across to the Holiday Inn Mansfield.

Middlesex Community College
Campus Center (Building 8), Cafeteria East, 1st Floor, Springs Road, Bedford • (978) 280-3200

From Route 128: Take Exit 31B (Route 225/4) into Bedford. Immediately after the Bedford Shopping Center and Bedford Post Office, take a right onto Hillside Avenue. Follow Hillside Avenue (which becomes Springs Road). Follow Springs Road—passing through the VA Medical Complex—MCC Bedford Campus entrance is approximately one mile on the right after the VA Medical Complex.

From Route 3: Take Exit 27 towards Bedford. Take a left at the flashing light (Technology Park), follow to the end and take a right onto Orchard Street. The MCC Bedford Campus entrance will be immediately to your left.

Sheraton Springfield
1 Monarch Place, Springfield • (413) 781-1010

See directions for Banknorth Conference Center. The Sheraton is diagonally across the street from Banknorth.

State Transportation Building
10 Park Plaza, Boston • (617) 973-8664

Although directions were accurate at press time, significant changes in the Central Artery Project are expected. Please visit www.bigdig.com for up-to-date maps and information. Photo ID required for building entry.

The State Transportation Building is located in downtown Boston between the theater district and the Park Plaza Hotel. The building can be reached by automobile, rapid transit, and commuter rail. Several MBTA stations are within a five-to-ten minute walk from the building, which is fully accessible to people with disabilities. Parking is available in the State Transportation Building garage and in other garages nearby.

From Route I-93 South: Take the Leverett Connector off Route 93 (immediately before the Lower Deck). Follow all the way into Leverett Circle, and get onto Storrow Drive West. Pass the government center exit on the left, and take the 2nd exit (Copley Square), which will also be on the left side. Get in the left lane, and at the lights, take a left onto Beacon Street. Take an immediate right onto Arlington Street. Follow Arlington past the Public Garden and crossing Boylston and St. James Streets. After passing the Boston Park Plaza Hotel on the left, take a left onto Stuart Street. The Motor Mart garage will be on the left and the Radisson garage will be on the right. The State Transportation Building is located at the intersection of Stuart and Charles Streets.

From Route I-93 North: Take Exit 20 toward South Station. Stay in the left lane while exiting and bear left almost immediately after the exit (following sign to Frontage Road/South Station). Continue straight on Frontage Road – the road will follow underneath the expressway and you will go through some traffic lights. The road will then turn into a ramp. At the bottom of the ramp, take a left onto Kneeland Street, following signs to Chinatown. Go straight on Kneeland Street (which becomes Stuart Street after a few blocks) until all traffic must turn right (approximately one-third of a mile.) The State Transportation Building will be on your right at this point. After a right turn, the entrance to the garage is about halfway down on the right.

From the MassPike East: Take the Copley Square exit (which will bring you to a set of lights at the intersection of Dartmouth and Stuart streets). Go straight on Stuart Street and take a left at the fifth light after the Dartmouth street light (approximately two-thirds of a mile) onto Charles Street. You will be in front of the State Transportation Building at this point. The entrance to the garage is located about mid-block on the right.

Public Transportation: Green Line: Exit at Boylston Station. When you exit the station, you will be near the corner of Boylston Street and Tremont Street. Go right on Boylston Street and walk a half block to Boylston Place Pedestrian Alley on your left. The State Transportation Building is at the end of the alley. *Blue Line:* Exit at Government Center Station. From there take the Green Line inbound to Boylston Station. When you exit the station, you will be near the corner of Boylston Street and Tremont Street. Go right on Boylston Street and walk a half block to Boylston Place Pedestrian Alley on your left. The State Transportation Building is at the end of the alley. *Red Line:* Exit at Park Street Station. Change to the Green Line to and take to Boylston Station. When you exit the station, you will be near the corner of Boylston Street and Tremont Street. Go right on Boylston Street and walk a half block to Boylston Place Pedestrian Alley on your left. The State Transportation Building is at the end of the alley.

Suffolk University

Sawyer Building, 8 Ashburton Place, Room 508, Boston • (617) 573-8000

Please note that directions are based on the most recent information available at press time. Updated information can be obtained at the Big Dig Website at www.bigdig.com.



From the North: Take Expressway 93S or Route 1 South (the two merge in Boston) across the Leonard Zakim-Bunker Hill Bridge into the new 93S tunnel. Take Exit 24A to Government Center. At stoplight, veer right. At end of exit, go straight onto Clinton Street to next stoplight and turn left onto North Street. Turn right at light onto Congress Street. Go approximately three blocks to New Chardon Street and turn left. The entrance to the Government Center Garage is on your left.

From the South: Take Interstate 95N to Interstate 93N to Boston. Enter the new 93N tunnel – there are only two exits off the new tunnel, either Exit 23 (Government Center) or Exit 26 (Storrow Drive). Take Exit 26 (Storrow Drive), the exit will be on your left. After exiting, you will be on Martha Road/Nashua Street (the Fleet Center will be on your left). Continue until the light on Staniford Street and turn left onto Staniford Street. Continue on Staniford Street until the next light at the intersection of Cambridge Street. Take a right onto Cambridge Street to the public parking garage adjacent to the Holiday Inn.

From the West: Take Massachusetts Turnpike 90 East to Expressway 93N. Enter the new I-93N tunnel – there are only two exits off the new tunnel, either Exit 23 (Government Center) or Exit 26 (Storrow Drive). Take Exit 26 (Storrow Drive), the exit will be on your left. After exiting, you will be on Martha Road/Nashua Street (the Fleet Center will be on your left). Continue until the light on Staniford Street and turn left onto Staniford Street. Continue on Staniford Street until the next light at the intersection of Cambridge Street. Take a right onto Cambridge Street to the public parking garage adjacent to the Holiday Inn.

Area Public Garages: Longfellow Towers Garage at Staniford Street, Charles River Plaza Garage at Cambridge Street, Government Center Garage at New Sudbury Street, Charles River Garage at Lomasney Way, Province Street Garage. *Closest MBTA stops:* Government Center (Blue Line), Park Street (Green and Red Lines), State Street (Orange Line)

UMass Dartmouth Professional and Continuing Education Center

Cherry and Webb Building, 139 South Main Street, Fall River • (508) 999-8000

From the North and South: Take Route 24 North or South to Route I-195 West. Follow I-195 to Exits 7-6 (Route 81/Plymouth Avenue/Pleasant Street). Keep left and follow to Exit 6 (Pleasant Street). Take a right at the end of exit onto Pleasant Street and take your immediate left onto 7th Street. At the end of 7th Street, take a left onto Bedford Street. Stay in the left lane on Bedford Street. Cross over the bridge (to the highway), and continue diagonal right staying on South Main Street. The Professional and Continuing Education Center is located on the right side of the road.

UMass I-495 Center for Professional Education

Karl Weiss Education and Conference Center, 100 North Drive, Westboro • (508) 616-7909 ext. 204

From the North or South: Take I-495 to Exit 23B (Route 9 Westbound). Proceed west on Route 9 for 3.3 miles to its intersection with Route 135. Turn right onto Route 135 West and follow to the Massachusetts Technology Park Campus entrance on the right, North Drive. Proceed up the hill following signs for the Karl Weiss Education and Conference Center and UMass. The Center is located on the left-hand side at 100 North Drive. Parking is available behind the building.

From the MassPike: Take the Massachusetts Turnpike to Exit 11A; take I-495 North, take Exit 23B (Route 9 Westbound). Proceed west on Route 9 for 3.3 miles to its intersection with Route 135. Turn right onto Route 135 West and follow to the Massachusetts Technology Park Corporation entrance on the right, North Drive. Proceed up the hill following signs for the Karl Weiss Education and Conference Center and UMass. The Center is located on the left-hand side at 100 North Drive. Parking is available behind the building.

From Worcester via Route 290: Take Route 290 to Exit 24 (Church Street). Bear right off ramp and follow to intersection (Route 20). Go left at lights. Get into right lane and take first right (Route 135). Once you see sign "Westboro Town Line", North Road is 3/10 mile on left. Proceed up the hill following signs for the Karl Weiss Education and Conference Center and UMass. The Center is located on the left-hand side at 100 North Drive. Parking is available behind the building.

Specialized SERVICES

Export Compliance Assistance Program

An enhanced assistance program to help Massachusetts businesses comply with U.S. export regulations

The Massachusetts Export Center is pleased to introduce the Export Compliance Assistance Program. Through this program, the Massachusetts Export Center will work with your business to educate your entire staff on export regulations and practices that can be implemented to ensure compliance.

It is the responsibility of all U.S. exporters to be familiar and compliant with federal export controls. Many companies mistakenly believe that they are not affected by export regulations because they produce innocuous products or sell only to "friendly" countries. Whether they know it or not, all exporters operate under U.S. export control laws, which are broad and far-reaching. Even with the help of a freight forwarder, businesses can unknowingly violate these laws. The exporter is ultimately responsible to have a thorough understanding of export regulations and to establish operating procedures aimed at preventing violations.

For further information or to apply for this free service, visit our website at www.mass.gov/export and click on the Export Compliance link.



NAFTA First

An enhanced assistance program to help Massachusetts businesses succeed in Canada and Mexico.

Massachusetts companies sell a wide range of products to our NAFTA partners. In 2001, Massachusetts firms exported nearly \$3.5 billion in manufactured goods to Canada and Mexico. Moreover, export opportunities under NAFTA are expected to grow as tariffs are expected to be largely eliminated by 2003.

Despite the opportunities afforded under NAFTA, many firms find it challenging to export products to Canada and Mexico. In addition to traditional export obstacles such as obtaining market information and finding partners/customers, firms exporting to our NAFTA partners are also faced with a variety of technical requirements which need to be properly addressed in order to receive NAFTA tariff benefits.

The Massachusetts Export Center is pleased to introduce NAFTA First, a program which provides assistance in the areas of market development and logistics management to help Massachusetts businesses succeed in Canada and Mexico. The program is available to companies already doing business in Canada and Mexico or to those firms who wish to begin export operations with our NAFTA partners.

For further information or to apply for this free service, visit our website at www.mass.gov/export and click on the NAFTA First link.

Speaker BIOGRAPHIES

Walter “Buddy” Baker is a director with the Dutch bank ABN AMRO (www.abnamro.com). Based in Chicago, he is the global head of the bank’s Trade Advisory group, responsible for understanding the interpreting the various rules and regulations governing cross-border trade in the 70 countries where ABN AMRO has branches and subsidiaries. Mr. Baker is a recognized expert in letters of credit and has made numerous presentations for national associations of exporters, importers, bankers, and lawyers. Mr. Baker is a longtime member of the National Letter of Credit Committee of the International Financial Services Association (formerly called the U.S. Council on International Banking) and is actively involved in establishing national and worldwide standard practices for letters of credit, such as the current versions of the Uniform Customs and Practice for Documentary Credits (UCP500), Article 5 of the Uniform Commercial Code, the recent International Standby Practices (ISP98), and the new “eUCP” supplement to the UCP, dealing with electronic documents, and the official ICC guide for examining letter of credit documents, the International Standard Banking Practices for the Examination of Documents under Letters of Credit (ISBP). Mr. Baker received his undergraduate degree from Yale University and his MBA from Northwestern University.

Pamela Burton is president and founder of Global Buzz Marketing (www.globalbuzzmarketing.com), a firm specialized in helping US based companies expand internationally and foreign based companies expand into the U.S. through strategic marketing counsel, creation and execution of programs that create a buzz. Ms. Burton has directed international/global marketing for leading e-Learning, software, telecommunications, and digital media companies such as Dun & Bradstreet Software, McCormack & Dodge, Picturatel Corporation, Progress Software, Media 100 and NETg. Her breadth of responsibilities have included product marketing, business development, telemarketing, sales support, strategic marketing, marketing communications and media strategies including advertising and editorial. Most recently, Ms. Burton was senior vice president of Protégé, a leading technology business accelerator who launched over 30 firms into Europe including AvantGo, Vignette and Virage. She has a B.A. from Colby College, an M.A. from New York University and a Diplome Supérieur from the University of Caen, France. Fluent in French, she has spent a large part of her day to day working life outside of the United States in over 20 countries. After three years working in the UK, she recently relocated back to the U.S. in the Boston area.

Pedro Caceres is senior vice president of operations at Hasbro, Inc. in East Longmeadow. He has developed a comprehensive integrated strategy for the Supply Chain and Manufacturing under the umbrella of Value Chain management that drives substantial competitiveness improvement. His vision and methods have been positively tested in very competitive environments with great results on safety, quality cost, customer service and people. Before joining Hasbro in 1994 as director of logistics for Hasbro Spain Manufacturing, he held different positions in the IT industry, consultant services and the automotive sector. Mr. Caceres holds a degree in Engineering from the Polytechnical University of Valencia, a Certificate of “Internet Specialist” from the Stratford Career Institute in Washington, DC and an executive MBA from the Kennedy -Western University in Wyoming.

Louis Carson is a deputy director of Food Safety and Security at the Center for Food Safety and Applied Nutrition (CFSAN), one of six product-oriented centers, in addition to a nationwide field force, that carry out the mission of the Food and Drug Administration (FDA). The FDA is a scientific regulatory agency responsible for the safety of the nation’s domestically produced and imported foods, cosmetics, drugs, biologics, medical devices, and radiological products. The FDA is recognized internationally as the leading food and drug regulatory agency in the world. Many foreign nations seek and receive FDA’s help in improving and monitoring the safety of their products.

Chris Chesna is the export manager for International Cargo Systems (ICS). As export manager, his role in the company has a focus on compliance and documentation. Prior to joining ICS, Mr. Chesna was operations supervisor at Danzas AEI International, where he was responsible for researching and implementing cost-efficient solutions for customers, including logistics and transit analysis, compliance and performance tracking. He also has supervisory experience and certification in the areas of TSA Air Cargo Security, Export

Administration Regulations, Dangerous Goods, and International Traffic in Arms Regulations (ITAR).

Sharron Cook is senior export policy analyst for the Office of Exporter Services, Bureau of Industry and Security, U.S. Department of Commerce. Ms. Cook is an analyst in the Regulatory Policy Division in Washington DC, where she develops export policy, drafts revisions to the Export Administration Regulations, and participates as a seminar speaker to educate the public about export controls. In addition, she is the editor of the Export Administration Regulations and the manager of the EAR website. Ms. Cook has been with BIS for 17 years and has also served as a licensing officer of electronics and computers, and an export counselor for BIS. She received a Bachelor of Science degree in Business Administration from Liberty University.

William Davis II is a senior international trade specialist with the Commercial Service, the worldwide field organization of the U.S. Department of Commerce. In this capacity, he serves as an account executive for Central and Western Massachusetts, helping members of the business community develop market strategies to expand their businesses overseas. Through hands on one-on-one counselling, he fosters the expansion of exports throughout the New England business community. Mr. Davis’ career includes ten years of private sector experience working in both the telecommunications and welding industries in international marketing and sales. He has worked for the Commerce Department for the last 24 years. He has also been an acting principal commercial officer at the American Consulate in Rio de Janeiro, Brazil. In addition to his normal duties, this year Mr. Davis is also the national team leader for the Commerce Department’s Western Hemisphere Team. He graduated with an undergraduate degree from MacMurray College in Jacksonville, Illinois and a graduate degree from the American Graduate School of International Management, more commonly known as Thunderbird.

Julia Dvorko is the Central Mass program director for the Massachusetts Export Center (www.mass.gov/export). Based in Worcester, she assists companies in all aspects of international trade and coordinates export programs in the area. She has over twelve years of business experience in several countries including the U.S., Russia and Sweden. Ms. Dvorko holds an MBA from the University of Massachusetts Amherst and a Ph.D. from Moscow University. She is fluent in Russian, Ukrainian and French, and has a working knowledge of several other languages.

Oscar Escartin is international business manager-Latin America for LoJack Corporation (www.lojack.com). As the world leader in stolen vehicle recovery, LoJack is operating in 13 countries in Latin America. Oscar has over 25 years of experience in international business, with extensive knowledge of the Latin American arena, along with specific insight in marketing, sales and finance. He previously held international business development positions with the Kendall Company, Converse and Skechers. He serves on the board of directors for the New England Latin America Business Council.

Carol Galvin has been in the high tech market intelligence field for over 15 years. Currently, she serves as senior manager for Lotus Software worldwide market intelligence and planning at IBM Software Group (www.ibm.com). She has been with IBM for seven years. Previously, Ms. Galvin was market research manager at Banyan Systems and marketing manager at Digital Equipment Corporation, where she was responsible for worldwide research and market development.

William Higgins is a special agent with the U.S. Department of Commerce, Office of Export Enforcement (www.bis.doc.gov/enforcement), a law enforcement arm of the Bureau of Export Administration which regulates the exports of dual use commodities. Previously, Agent Higgins was a law enforcement officer with the National Park Service for ten years. A native of Central Massachusetts, Agent Higgins received his undergraduate degree from North Adams State College and law enforcement training at the Federal Law Enforcement Training Center in Glynco, Georgia.

Eric Hunter is vice president with MassDevelopment (www.massdevelopment.com), an organization that provides the financial tools and real estate expertise needed to stimulate economic

growth across the state of Massachusetts. MassDevelopment is the Export-Import Bank of the United States City/State Partner for Massachusetts. In that capacity it assists local businesses to access the exporting financing programs of Ex-Im Bank, the federal export financing agency, as well as its own programs, including loan guarantees and export credit insurance. Mr. Hunter is responsible for the development and management of the agency's export financing programs and has completed Ex-Im Bank's advanced training program.

Robin Ingenthron is president of American Retroworks Inc. (www.retroworks.com), a consulting and recycling services organization specializing in reuse, repair, and recycling used goods such as electronics and household goods, both domestically and for export. American Retroworks has just reopened a reuse facility in Middlebury, Vermont, called Good Point Recycling. Previously Mr. Ingenthron was director of the Massachusetts Recycling Program at the state Department of Environmental Protection and deputy director of Consumer Programs at DEP where he managed regulatory reforms and infrastructure development for the nation's first CRT waste ban. He was both a volunteer country training consultant for the U.S. Peace Corps (1984-86) has recently consulted for the Guangzhou Electric Appliance Research Institute (GEARI) concerning recycled copper scrap operations in China the BalticAl smelter group in Lithuania, and a group of investors involved in the Nacozari smelter in Mexico. Mr. Ingenthron has a BA degree in International Relations from Carleton College and an MBA from Boston University

Sylvia Jimmison is a strategic trade specialist in the Bureau of Industry and Security, Office of Strategic Trade and Foreign Policy Controls, Information Technology Controls Division (ITCD) (www.bis.doc.gov). In this position, Ms. Jimmison is responsible export licensing transactions and regulatory policy analysis for encryption and high performance computers. She has worked in the Office of Exporter Services as an export counselor providing advice to the business community on a wide range of inquiries on regulatory policy, interpretations and procedures for compliance under the Export Administration Regulations. She is a graduate of Averett University with a Bachelors in Business Administration.

Dan Kraft is president and chief operating officer at International Forest Products Corporation (www.ifpcorp.com), part of The Kraft Group, a private holding company comprised of companies in the paper and packaging industries, sports and entertainment. As a member of the Kraft family, Mr. Kraft grew up in the pulp and paper industry. He assumed full-time management responsibility of International Forest Products in 1997. Mr. Kraft led the company's expansion into new products and geographic territories resulting in significant volume growth while embracing leading edge technology that will better service both suppliers and customers.

Paul Kullman is principal commercial officer in Sao Paulo, Brazil, responsible for the states of Sao Paulo, Parana, Santa Catarina and Rio Grande do Sul, which make up about three-quarters of Brazil's GDP. He manages a team of 15 commercial specialists and assistants who do market research, organize trade shows and develop U.S.-Brazilian business contacts. Prior to his posting in Brazil, Mr. Kullman served for three years as commercial officer in Beijing, China, where he developed a training program on the World Trade Organization, established an annual Telecom Regulatory Forum, and successfully advocated for the use of multiple wireless technology standards in the Chinese market. Mr. Kullman has also worked at the U.S. Department of Commerce headquarters in the Trade Compliance Center for a California Representative and the Congressional Research Service. Mr. Kullman has two Master's Degrees in political science and international relations and a Bachelor's Degree in journalism. He has received fellowships to study in Europe, Africa and Asia.

Norman LaCroix is a senior export policy analyst with the U.S. Department of Commerce, Washington, DC. As director of the Bureau of Industry and Security (BIS) Information Technology Controls Division, he is responsible for developing and implementing encryption export policy under the Export Administration Regulations (EAR), and for leading other export policy and licensing activities in the areas of computers and telecommunications. In this capacity, he leads a six-member staff responsible for the technical review and licensing of all dual-use encryption items subject to the EAR, and for the licensing of high performance computers (HPCs) and telecommunications technology. Mr. LaCroix has 13 years experience in cryptography and mathematics with the U.S. Government, specializing in encryption export policy and technical analysis since 1997. He regularly serves

as an encryption export controls panelist and speaker at conferences, seminars and workshops. Prior to joining BIS, Mr. LaCroix served as a senior mathematician at the National Security Agency, after receiving his B.S. in Mathematics from Virginia Tech in 1990.

Stephen Leahy is a principal in the Law Office of Stephen J. Leahy, a law firm specializing in customs, tariff and international trade matters, advising and representing importers and exporters in all matters before U.S. Customs, other Federal Agencies and the Court of International Trade. Prior to forming the firm in 1989, Mr. Leahy served with the U.S. Customs Service from 1975 to 1989 in a variety of positions, including Import Specialist; Drawback Specialist; and Automated Commercial System (ACS) Specialist with responsibility for the implementation of Customs Automated Commercial System in the Northeast Region. Mr. Leahy served on the U.S. Customs task force for the implementation of the U.S./Canada Free Trade Agreement. In April of 1997, Mr. Leahy received the Vice President's "Hammer Award" for his participation in the task force which rewrote the Drawback Regulations. He is a member of the bar of a number of Massachusetts and Federal Courts, including the U.S. Court of International Trade, and the U.S. Court of Appeals for the Federal Circuit. In addition, Mr. Leahy is a licensed Customs broker.

George Loh is a senior engineer for the Office of Nonproliferation Controls and Treaty Compliance in the Bureau of Industry and Security. He has been working on export control issues for 16 years. He is the Commerce representative on the Material Processing Equipment Technical Advisory Committee. He has represented Commerce in international negotiations on dual-use items at the COCOM, Wassenaar Arrangement, Missile Technology Control Regime, and Nuclear Suppliers Group. On numerous occasions, Mr. Loh represented the Bureau and traveled to the People's Republic China for export control issues related to the machine tool, nuclear, and aircraft industries. Prior to joining Commerce, he worked as a design supervisor at the Dresser Industries for ten years. He graduated from the University of Connecticut with a Ph.D. degree in Mechanical Engineering.

Stephen Long is the recycling markets planner for the Massachusetts Department of Environmental Protection, an agency responsible for ensuring clean air and water, safe management of solid and hazardous wastes, timely cleanup of hazardous waste sites and spills and the preservation of wetlands and coastal resources. Since 1998 Mr. Long has developed a grant programs and assisted in the development of loans and technical assistance to expand local companies' capacity to use recyclable materials.

Jonathan Marcus is vice president and director of Foreign Exchange for Eastern Bank (www.easternbank.com). He has worked in the foreign exchange field for more than 25 years. His career in Boston started with Deak International, a privately held precious metals and foreign currency firm, where he was Northeast Area manager. In 1991, he joined State Street Bank where he developed and marketed corporate foreign exchange products and services. He has been a member of numerous international business organizations and is a frequent public speaker on foreign exchange.

Joseph Meunier is a chief operating officer at Oceanair, Inc. (www.oceanair.net) of Revere. He is a licensed customs broker and serves as an industry representative of Logan Airport Cargo Advisory Board. During his career, Mr. Meunier served as a president of the Boston Brokers Association and a chairman of the U.S. Customs Committee for the port of Boston.

Elisabeth Miller has been employed by the Foreign Trade Division of the United States Bureau of the Census, United States Department of Commerce (www.census.gov) for the past two years. Ms. Miller began her career at the Census Bureau as a trade analyst of export food commodities. In January 2004, Ms. Miller transferred to the Automated Export System branch of the Foreign Trade Division. She is currently a member of the AES team and is responsible for marketing and client services. Ms. Miller received her B.A. in Sociology from the University of Virginia. She is pursuing a Masters of Public Administration from George Mason University.

Paula Murphy is director of the Massachusetts Export Center (www.mass.gov/export) and the Paula is director of the Massachusetts Export Center (www.mass.gov/export) and the Massachusetts Small Business Development Center Network's International Trade Program. She has fifteen years of international business experience. In her role as director, she works with Massachusetts companies to assist them in

their export development and provides support for various state trade-related programs, including export training programs, and overseas marketing activities, such as trade missions and trade shows. In addition to her role at the Export Center, Paula taught graduate level international marketing at Boston University. She also worked as an international marketing consultant at Hagan & Company, where she helped clients access overseas markets and acted as New England representative on behalf of numerous overseas trade development agencies, including: the Irish Trade Board; the Australian Trade Commission; the state of Victoria, Australia; and the government of Hamburg, Germany. Paula has written a number of export publications and has served on the boards of several international trade organizations and is currently a director of the British American Business Council of New England.

Kathleen Newell is the trade services manager of the Massachusetts Export Center (www.mass.gov/export). She provides export counseling by offering overseas market information, and places companies in contact with various export resources. Ms. Newell has been in the field of international trade for over four years, and has experience living and working in Spain and Mexico. In addition to her international background, she has also worked in the home mortgage industry. She received a degree in Hispanic Studies from Saint Michael's College and a certificate of international trade at the American Graduate School of International Management-Thunderbird.

Robert Noble has been Canada's deputy consul general and senior trade commissioner in Boston since September 2000. Prior to this assignment, he was Canadian Ambassador concurrently to Gabon, Equatorial Guinea and Sao Tome and Principe, three of Central Africa's key oil producing countries. He has served at Canada's Embassies in Mexico City (twice), Madrid, Dakar, and Senegal. For four years in the mid-eighties he was assigned to the private sector at the Canadian Exporter's Association as Director of Government Liaison. Mr. Noble has experience in investment and trade development on three continents having developed branding programs for investment and trade in Canada, Germany, Southern Africa and the northeastern USA in sectors such as advanced manufacturing, information and communications technologies and life sciences. Robert and his team in Boston are working to expand awareness of Canada as an Innovation Nation throughout New England. He was educated at the University of Toronto and INSEAD (The European Institute of Business Administration).

P. Ann Pieroway is the Western Massachusetts program director for the Massachusetts Export Center (www.mass.gov/export) in West Springfield, where she aids companies to develop and increase their exports. She has over twenty years of business experience in manufacturing and retailing and has published many articles on exporting both in the United States and internationally. Ms. Pieroway holds an MBA in Finance and Marketing from Florida State University.

Rosemary Russell is vice president of Eastern Bank's International Trade Banking Group (www.easternbank.com). She has more than twenty years international banking experience, which spans operations, management, product development and marketing. Ms. Russell's broad

experience, practical knowledge and technical expertise allow her to develop innovative solutions for Eastern Bank's international banking customers. She is well-known in the international banking community having previously held the position of vice chair of the regional Letter of Credit committee of the International Financial Services Association (IFSA), formerly known as the U.S. Council on International Banking. She was a member of the regional working group on the revision of the Uniform Customs and Practices for Documentary Credits, Publication 500 as well as the International Standby Practices (ISP98). Ms. Russell is a member of the speaker's bureau for many industry-related groups.

Kerry Scarlott is a shareholder and director of Sheehan Phinney Bass + Green. He represents businesses and individuals in a wide range of corporate, intellectual property and international matters, including business start-ups, debt and equity financings, mergers and acquisitions, strategic alliances, private label manufacturing, and intellectual property protection and commercialization. In the international arena, Mr. Scarlott regularly advises clients regarding import and export compliance, international sales, overseas manufacturing, establishing and terminating foreign distributors and agents, establishing strategic alliances and joint ventures, acquiring and selling businesses, and compliance with the Foreign Corrupt Practices Act and Antiboycott regulations. He received his law degree from the University of Pittsburgh School of Law, his Masters of Public Policy degree from the University of Pittsburgh Graduate School of Public and International Affairs, and his Bachelor of Science degree from St. Lawrence University. While at law school, he served as the Executive Editor of the University of Pittsburgh Law Review, and received the Faculty Award for Excellence in Legal Scholarship.

Michael Sullivan is an international trade counselor with the Massachusetts Export Center (www.mass.gov/export) where he assists southeastern Massachusetts companies in all aspects of international trade. His business experience spans 20 years including sales and marketing and operations positions. Mr. Sullivan graduated from Suffolk University with a degree in management.

Christine Wheeler is an export administration specialist with the Department of Commerce, Bureau of Industry and Security (BIS), Office of Exporter Services, Outreach and Educational Services Division (OESD). As an export administration specialist, she provides guidance to the international trade community on U.S. and foreign export regulatory requirements. Mrs. Wheeler is currently working with OESD, in the development promotion, coordination and implementation of BIS's outreach seminar program to educate the exporting community on U.S. economic, national security, proliferation and foreign policy concerns. She assists in the design and implementation of new seminar programs, from conception to reality, which includes planning materials and speeches. As an active member of the outreach program, Ms. Wheeler represents the Administration at various seminars and conferences hosted by other agencies and associations as well as Commerce.

MassDevelopment – Export Financing Programs

MassDevelopment provides the financial tools and real estate expertise needed to stimulate economic growth across the state of Massachusetts. MassDevelopment works with businesses and local officials to address blighted areas, help create jobs, and address overarching issues that impact economic development, such as housing affordability.

- **Export Loan Guarantees.** With a loan guarantee of up to 90%, lenders can offer exporters lines of credit up to \$1 million.
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For further information, visit www.massdevelopment.com or call (800) 445-8030.

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The **Massachusetts Export Center** (www.mass.gov/export), part of the Massachusetts Small Business Development Center Network, provides a number of targeted services to help Massachusetts companies to achieve success in global markets. The Export Center also serves as the first point of contact for Massachusetts companies to access all export services offered by the state's primary international trade service providers. Contact the Massachusetts Export Center for the following services: one-to-one export counseling and technical assistance; export workshops, training programs and conferences; overseas market research, statistics and publications; international marketing activities and assistance; and meetings with visiting international business delegations. Massachusetts companies can learn more about the Massachusetts Export Center by visiting our website or by calling **(617) 973-8664**.



The **Massachusetts Small Business Development Center (MSBDC) Network** (www.msbd.org), through the **Massachusetts Export Center**, offers small to medium sized Massachusetts companies counseling assistance on assessing export opportunities, market research analysis and educational programs through the *Partners for Trade* executive seminar series. Assistance includes counseling on the elements of an international business plan, assisting in the development of an international marketing strategy, providing market research reports and trade leads, publishing various export guides and organizing a variety of export training programs. International trade counseling services are available statewide with counselors housed in Boston, New Bedford, West Springfield and Westborough.



MASSDEVELOPMENT



The **Massachusetts Department of Business and Technology** helps grow and sustain the Massachusetts economy and ensures this is done with regional equity. The agency is responsible for attracting, retaining and growing businesses and spreading economic prosperity throughout the state.

The **Massachusetts Office of Business Development (MOBD)** assists Massachusetts business in creating and maintaining jobs, and works to attract new businesses by facilitating their relocation or expansion with the Commonwealth. MOBD offers a full range of tax incentive, finance and development programs available to help businesses grow in the Commonwealth.

The **Massachusetts Office of International Trade and Investment (MOITI)** (formerly MassTrade) promotes trade and attract foreign investment in Massachusetts. These mandates are achieved primarily through specific export promotion programs and strategic services.

MassDevelopment provides financial tools and real estate expertise to stimulate economic growth across the state of Massachusetts by providing real estate development and financial services through its four core lines of business: Real Estate Development, Investment Banking, Economic Development Lending and Community Development. In the last fiscal year, MassDevelopment financed over 440 projects across the Commonwealth totaling more than \$1.6 billion in spending. The agency's lines of business are designed to support a project at any stage – from concept to development.

The **U.S. Export Assistance Center** offers a full range of federal export programs and services under one roof, including counseling, market research, trade contact facilitation, international trade promotion events, and trade finance through the Export Working Capital Loan Guarantee Program. The U.S. Export Assistance Center combines the export marketing resources of the **U.S. Department of Commerce** and the export finance resources of the U.S. Small Business Administration.

The **U.S. Small Business Administration** is dedicated to providing quality, customer-oriented, full-service programs and accurate, timely information to the entrepreneurial community. SBA offers a number of export information assistance programs such as counseling, marketing research, publications and workshops. SBA also offers financial assistance through the regular business loan and the Export Working Capital Program.

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Product/Service Description

Which best describes your company? ☐ Manufacturing ☐ Service ☐ Retail ☐ Wholesale ☐ Distribution

Are you exporting? ☐ Yes ☐ No Are you importing? ☐ Yes ☐ No What % sales are international? %

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Mail registration and payment to the address below. **ALL information in shaded box must appear on envelope!**

Catherine Cornwell
MSBDC International Trade Program
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121 Presidents Drive
Amherst, MA 01003-9310

(413) 545-6309 • fax (413) 545-1273
cornwell@msbdc.umass.edu

Massachusetts SBDC NETWORK

The Massachusetts Small Business Development Center (MSBDC) Network (www.msbdc.org) provides free, high quality, one-to-one management and technical assistance counseling and educational programs at a reasonable cost to potential and existing small business entrepreneurs throughout the Commonwealth. The MSBDC is a partnership of the U.S. Small Business Administration, the Massachusetts Department of Business and Technology and a consortium of higher educational institutions led by the University of Massachusetts Amherst, and including Boston College, Clark University, Salem State College, University of Massachusetts Boston and the University of Massachusetts Dartmouth.

State Office (413) 545-6301
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Counseling Centers

- **Boston College SBDC** (617) 552-4091
142 Beacon Street • Chestnut Hill, MA 02467
- **Clark University SBDC** (508) 793-7615
950 Main Street • Worcester, MA 01610
- **Massachusetts Export Center** — Headquarter Office (617) 973-8664
State Transportation Building, 10 Park Plaza, Suite 4510 • Boston, MA 02116
Massachusetts Export Center, Central Mass Program (Westboro) (508) 616-7909 x204
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- **Salem State College SBDC** (978) 542-6343
SSC Enterprise Center, 121 Loring Avenue, Suite 310 • Salem, MA 01970
- **Southeastern Massachusetts Regional SBDC** (508) 673-9783
200 Pocasset Street • Fall River, MA 02721
- **UMass Boston SBDC & Minority Business Center** (617) 287-7750
College of Management, 100 Morrissey Boulevard, M-5-403 • Boston, MA 02125-3393
- **Western Massachusetts Regional SBDC** (413) 737-6712
Springfield Enterprise Center, 1 Federal Street • Springfield, MA 01105





Recognizing the need to make export services easily accessible to companies of all sizes, the **Massachusetts Export Center** serves as the state's one-stop resource for export assistance.

The Massachusetts Export Center offers a wide range of targeted, customized services to Massachusetts businesses at any stage in the export process.

Whether you are a small business just thinking about exporting or an experienced exporter, the Massachusetts Export Center stands ready to help with services suited to your needs.



For further information, visit our website at www.mass.gov/export.



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